

The Coral Reef Alliance (CORAL) and the West Hawaii Voluntary Standards



Who Is CORAL?



**Community
Benefit Sharing**



**Sustainable
Financing**



**Effectively Managed
Marine Areas**



**Sustainable
Tourism**



**Reef Threat
Reduction**

**Conservation
Alliances**





What are they?

- Created through a multi-stakeholder group of 200 individuals.
- Covers four key areas of interest:
 - SCUBA Diving and Snorkeling
 - General Boating
 - * including surf schools and kayaking
 - Wildlife Interactions
 - Shoreline Activities
- Ultimate goal: Working with the community to better protect our marine resources for the future!

Major Threat Identified

● La

RIC



Key points of the standards

- Proper Reef Etiquette briefing
- Teaching Touch
- Reduction customer numbers per guide
- Increased trainings and knowledge development of staff
- Zero fish feeding / touch of coral
- Three strike rule

Current Status of Standards

- West Hawaii has approximately 70 companies
- Over 30 companies adopted standards
- Biggest success flip charts! Over 125 given out!



Ocean Sports



Kona Honu divers

Other ways of increasing education and thus sustainability of the reef



Trainings!

- 9 Coral Education and WHVS trainings with over 100 individuals trained!
- Two Marine Mammal SMR with nearly 40 people trained!
- Hotel outreach Kona Coast Resort
- Manta working meeting - over 40 attendees
- Dolphin meeting talk - nearly 70 attendees
- Coral Leadership Network - 20 leaders!

Making a change

- Incident: mishandling of animals
- Incident: inappropriate swimming with dolphins
- Incident: divemaster mishandling of animals/stepping on coral





Education and Outreach Strategies in Hawai'i:

Some other projects we are
working on!

Hotel Sector Sustainability

- New initiative to reach out to hotel sector through Tiffany & Co. Foundation funding
- Goals:
 - Support WHVS operators
 - A point of contact for tourist education
 - Increase hotel sustainability
 - Educational signs
 - Pledges
 - Educational talks
 - Other?

Adopt a Sign Program



Respecting Coral Reefs

We all have a role to play in preserving and protecting Hawai'i. Hawai'i's reefs provide a home for over 7,000 species of marine animals, 25% of which are unique to Hawai'i. Healthy coral reefs are important to all Hawai'i residents and visitors. Please do your part to care for Hawai'i's reefs.



Corals Are Alive

Corals are living animals that eat, grow and reproduce. They provide food and shelter for fish and other marine life. As a swimmer, snorkeler or diver, you can easily damage living coral by touching, kicking and stepping on it. It only takes seconds to damage a reef, but it may take decades for it to recover. You can help protect Hawai'i's corals by viewing the reef from a distance.



A close-up of individual coral animals, or polyps. Corals are close relatives of sea anemones and jellyfishes.

Standing on the reef as shown here can damage and even kill the living animals.



Fish Don't Need Feeding

Fish feeding has been shown to alter the natural community structure of the reef, and promote aggressive behavior in fishes. Please allow the fishes to eat their natural food... many of them play an important role as grazers, keeping seaweed growth in check. Help the reef and stay safe; please leave the fish food at home.



Surgeonfishes are important grazers on the reef.

Feeding fishes can result in bite wounds such as this.



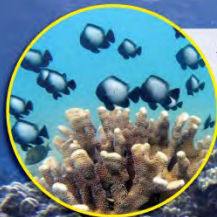
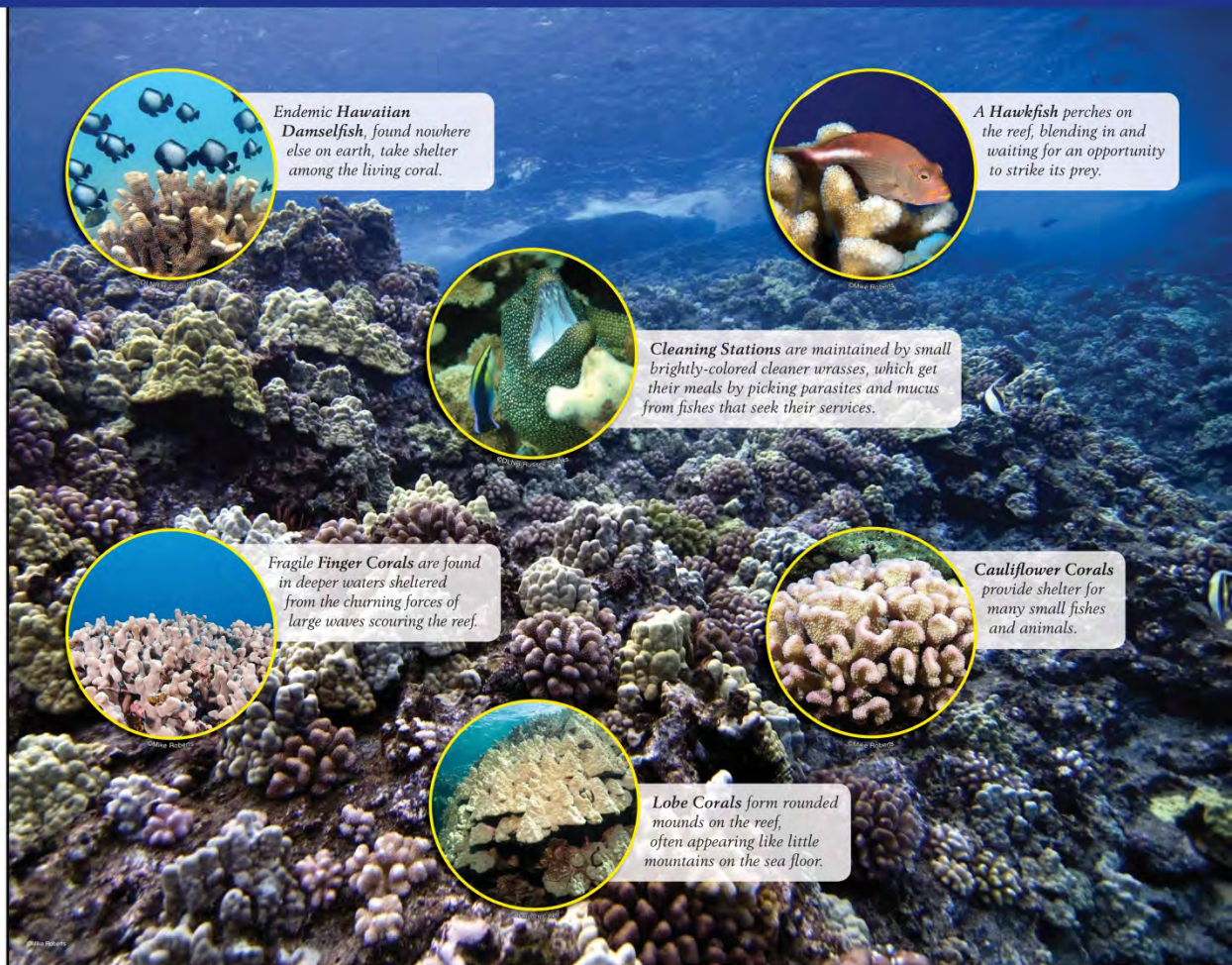
Respect Marine Life

Please enjoy marine wildlife from a distance. Animals such as turtles, dolphins and monk seals may be very sensitive to human disturbance, and are protected by law. Never handle, chase, or harass any type of marine life. Please respect them and their habitat. Keep your distance and take photos rather than souvenirs.



Please give turtles and other marine life plenty of room.

This type of harassment disrupts the animals' natural behavior, and can affect their ability to rest, feed, and reproduce.



Endemic Hawaiian Damselfish, found nowhere else on earth, take shelter among the living coral.



A Hawkfish perches on the reef, blending in and waiting for an opportunity to strike its prey.



Cleaning Stations are maintained by small brightly-colored cleaner wrasses, which get their meals by picking parasites and mucus from fishes that seek their services.



Fragile Finger Corals are found in deeper waters sheltered from the churning forces of large waves scouring the reef.



Cauliflower Corals provide shelter for many small fishes and animals.



Lobe Corals form rounded mounds on the reef, often appearing like little mountains on the sea floor.

This sign was made possible through the funding and technical support of the following agencies & organizations:



THE TIFFANY & CO. FOUNDATION
HAWAII
TOURISM AUTHORITY



Take a Bite out of Fish Feeding Campaign



Bite mark from a chub (nurse) at Honolulu Bay, Maui.
Feeding fish can cause injuries like this, and can result in negative ecological effects to the reef ecosystem.

Feeding Fish
Human Food CRAW
3 will
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Take a Bite of Out Fish
Feeding Campaign
c/o: Carlie Wiener, Recreation
Impacts to Reefs Local Action
Strategy Specialist
Division of Aquatic Resources
1151 Punchbowl St. Room 330
Honolulu, Hawaii 96813

Bite mark from a chub (nurse) at Honolulu Bay, Maui.
Feeding fish can cause injuries like this, and can result in negative ecological effects to the reef ecosystem.

Feeding fish is wrong!
It disturbs the natural ocean and
fish.

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Bite mark from a chub (nurse) at Honolulu Bay, Maui.
Feeding fish can cause injuries like this, and can result in negative ecological effects to the reef ecosystem.

I was swimming with
my hand behind me
and a chub fish
bit me on my
finger.
ROBERT C. Daffin

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Bite mark from a chub (nurse) at Honolulu Bay, Maui.
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We were swimming
with the fish and
our two kids were
swarmed by the fish
and started circling
them quickly and
scared them.

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Selling fish food promotes
destructive eco-tourism! It
disturbs the ecology of the reef
by prey switching, reduced
predator awareness, and increased
aggression. Also, increased nutrient
loads to disruption of coral
ecology. The nutrients can
promote algal blooms, which
kill the corals.

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Brett Hansen
6147 Ashmaw Rd, Oakland, CA 94611

Bite mark from a chub (nurse) at Honolulu Bay, Maui.
Feeding fish can cause injuries like this, and can result in negative ecological effects to the reef ecosystem.

We should not alter
the natural feeding
habits; it will make
them dependent not
good!

Take a Bite
Feeding
c/o: Carlie Wi
Impacts to Re
Strategy
Division of Aqu
1151 Punchb
Honolulu, Hawaii 96813

Sue Schipman
Oakland, MT 59003

Bite mark from a chub (nurse) at Honolulu Bay, Maui.
Feeding fish can cause injuries like this, and can result in negative ecological effects to the reef ecosystem.

I got a nip
on my finger
swimming in the
bay.

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Robin Thompson

Bite mark from a chub (nurse) at Honolulu Bay, Maui.
Feeding fish can cause injuries like this, and can result in negative ecological effects to the reef ecosystem.

Don't feed the
fish please

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Mr. Maria
481 N. Sheldahl St
Lawrence, KS
66044 USA

Bag Tags



Jack's Diving Locker



Kona Earth and Ocean Festival

Keauhou Beach Resort



Environmental Pledge



Dolphin Journeys



Expedia

Themes:

- ✓ **Resource Management**
- ✓ **Enforcement**
- ✓ **Community Empowerment**

Context:


- **Formal Education Settings**
- **Informal Outreach Settings**
- **Integration with community-based monitoring efforts**



**What YOU
Can Do!**

Web Portal

Coral Reef Monitoring Data Portal



[home](#) [about the project](#) [other data sites](#) [resources](#)

Special Announcements

Check out our News and Announcements section to find out what's going on, and how you can get involved!

[Read more »](#)

Liz

- [Create a Report](#)
- [Find a Report](#)
- [Export Monitoring Data to CSV](#)
- [My account](#)
- [Users list](#)
- [View hours & mileage](#)
- [Add User](#)
- [Administer](#)
- [User management](#)
- [Log out](#)

[View](#) [Edit](#)

Citizen Scientists Are Providing Valuable Data

Welcome to the Coral Reef Data Monitoring Portal! This site was created as a community resource tool, with the goal of supporting ongoing volunteer community-based monitoring efforts in order to provide valuable data for resource management purposes.

Get Started


- * [Find out about opportunities in your community »](#)
- * [Enter your data online »](#)
- * [View data collected by volunteers »](#)
- * [Be a fan on Facebook! »](#)

Overview of the Project

The key components of this site include: 1) online forms to enter and submit data; 2) resources for volunteers; and 3) links to other sites currently hosting online reporting systems.

This site is being developed and launched in Hawaii, but we hope to expand it to more of CORAL's project sites in the future.

[Learn more about the project »](#)



Volunteers learning water quality monitoring techniques during Ocean Awareness Training on Maui.

The Coral Reef Alliance

This site is managed by the Coral Reef Alliance (CORAL). Funding for the site's development has been provided by the Hawaii Tourism Authority (HTA) and the National Oceanic and Atmospheric Administration (NOAA). This site was created in support of community-based coral reef and water quality monitoring programs in CORAL's project sites.

You can contact us at:
monitoring@coral.org



Citizen Science Hui!

- HIRMI – Hawaii Island Reef Monitoring Initiative
 - Partnerships with:
 - CORAL
 - Reef Check
 - Reef Watchers
 - Eyes of the Reef
 - Coral Health Surveys

Hawaii Island Reef Monitoring Initiative

- Goals:
 - Consolidate and centralize citizen science efforts
 - Unified coordinator for Hawaii Island
 - Incorporate Web portal for data entry
 - Increase opportunities with decreased confusion
 - Educational presentations for the community
 - Use data for management
 - Resource managers & community interaction opportunities

We work for the Reef!

- The Coral Reef Alliance's (CORAL) main focus and who we work for is the coral reef – The coral is my client and CORAL, as the only non-profit in the world solely dedicated to the protection of the coral reefs, is here in any way this community sees it needs to keep our reefs protected.



● QUESTIONS?

